



THE CITY OF SAN DIEGO

Public Utilities Department

MEDIA ADVISORY

WHAT: Mayor Sanders, Student Filmmakers Attend Water Conservation Film Contest Screening Event at IMAX Theater

NOTE: A DVD copy of the films submitted by the seven finalists will be provided to the media.

WHEN: Wednesday, April 14
Doors open at 5:30 p.m. Screening begins at 6:15 p.m.

WHERE: Reuben H. Fleet Science Center IMAX Theater
1875 El Prado, Balboa Park

WHY: Local student filmmakers will walk the red carpet and meet Mayor Jerry Sanders at the Water Conservation Film Contest Screening Event. The City of San Diego Public Utilities Department, along with the Reuben H. Fleet Science Center, is proud to host this event for the second year. Seven finalists will be screened and one winner will be announced.

The film contest's theme, "Waste No Water," focuses on communicating the message that San Diego has no time to waste and no water to waste. The competition was open to high school juniors and seniors, and college students. The winning film will be shown during the months of May and June at Mission Valley AMC, Fashion Valley AMC and the Mira Mesa Edwards Theaters as public service announcements before summer feature presentations.

WHO: Mayor Jerry Sanders
Student Film Contest Participants and Families
Water Conservation Program Staff
Contest Judges

PHOTO

OPS: Student filmmakers walking the red carpet, Mayor and finalists being photographed together, and presentation and announcement of winner.

CONTACT: Kurt Kidman, Public Information Officer
City of San Diego Public Utilities Department
Office: (619) 533-4185 Mobile: (619) 247-8362 kkidman@san diego.gov